New Markets for Indian jute

3595. SHRI MOHAMMED AMIN: Will the Minister of TEXTILES be pleased to state:

(a) whether it is a fact that Indian jute finds new markets and there is a scope for expansion and increase in export target; and

(b) if so, the details thereof?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI ASHOK GEHLOT): (a) and (b) The jute industry has undertaken efforts to exploit new international markets for both traditional as well as diversified jute products which has resulted in increase in exports to General Currency Areas.

Government have laid special emphasis on reorientation of R&D activities for development and marketing of diversified jute products to suit consumer preferences abroad. Multidimensional activities have been undertaken for promotion of jute exports including participation in international fair, organising buyers'-sellers' meets, commissioning of market studies, liasing with importers and end-users and conducting publiicty campaigns. In addition, exports have been promoted through extension of marketing assistance and linking of DGS&D orders for supply of jute bags with export obligation.

The target for export of jute and jute products during 1992-93 has been fixed at US dollar 161 million.

Dismal performance of the handloom and handicraft export promotion corporation

3596. SHRI MURLIDHAR CHANDRAKANT BHANDARE:

SMT. VEENA VERMA:

SHRI RAJUBHAI A. PARMAR:

Will the Minister of TEXTILES be pleased to state:

(a) whether the Comptroller and Auditor General has in his latest report pointed out that the Handloom and Handicraft Export Promotion Corporation has failed to keep pace with overall growth of exports of handlooms and handicrafts and has fallen short of the targets;

(b) if so, how far the Corporation had fallen short of the export targets, during the period; and

(c) the main reasons for the dismal performance of the Corporation, and the steps taken and being taken to improve its performance in the light of the said report?

THE MINISTER OF STATE OF THE MINISTRY OF TEXTILES (SHRI ASHOK GEHLOT): (a) Yes, Sir.

(b) and (c) During the period covered by C&AG Report (1983-84 to 1989-90) the export targets and achievements in respect of direct export sales were as follows:—

Year	Revised Targets (Rs/ crore)	Actual Exports (Rs/ crore)
1983-84	16·37	14·65
1984-85	19·11	18·28
1985-86	18·26	16·97
1986-87	18·98	18·96
1987-88	23·28	22·72
1988-89	29·58	30·31
1989-90	26·40	29·64

There were certain factors due to which the targets could not be achieved in some years such as the recessionary trends prevailing in the world market, quota problems for American markets, change in consumer tests etc.

Steps taken to improve the performance include strengthening of production and procurement base, setting up of hosiery manufacturing unit, restricting of overhead expenses etc.